

Message Text

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PAGE 01 DHAHRA 00249 250913Z
ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-08 /031 W
-----037809 252341Z /64

R 250811Z FEB 78
FM AMCONSUL DHAHRAN
TO USDOC WASHDC
INFO SECSTATE WASHDC 6042
AMEMBASSY ABU DHABI
AMEZBASSY JIDDA
AMEMBASSY ALGIERS
AMEMBASSY AMMAN
AMEMBASSY CAIRO
AMEMBASSY DAMASCUS
AMEMBASSY DOHA
AMEMBASSY KUWAIT
AZEMBASSY MANAMA 713
AMEMBASSY MUSCAT
ATEMBASSY SANA 184
AMEMBASSY TEHRAN
AMEZBASSY TRIPOLI
AMEMBASSY TUNIS
AMETBASSY ATHENS
USLO RIYADH

UNCLAS DHAHRAN 0249

E.O. 11652: N/A
TAGS: BEXP, XF, SA
SUBJECT: FY 80 USDOC/CAGNE TRADE PROMOTION EVENT SCHEDULE

REF: (AFL JIDDA 1317, (B) STATE 019944, (C) USDOC 03112

1. CONSULATE GENERAL STRONGLY ENDORSES TP EVENTS RECOMMENDED
IN REFTEL A. WITH REGARD TO FIFTH TP EVENT SUGGESTED (I.E.,
HOTEL AND INSTITUTION CATERING EQUIPMENT), DHAHRAN WOULD BE
EXCELLENT SITE FOR EXHIBIT. WE COULD ENVISAGE
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EFFECTIVE USE OF CONSULATE "WORM" BUILDING IF TIMING OF EXHIBIT
COINCIDED WITH MARCH SCHOOL HOLIDAY. WE WOULD, HOWEVER,
RECOMMEND TDY BY COMMERCE SPECIALIST TO ASSIST IN PREPARATION
FOR EXHIBIT SINCE SUCH TIP WOULD BE A FIRST FOR CONSULATE.

2. OF THE OTHER PRODUCT CATEGORIES MENTIONED PARA 3 REFTEL A,
WE WOULD PREFER FOOD AND FOOD PROCESSING. WITH CONTINUED

RISE IN PERSONAL DISPOSABLE INCOME IN EASTERN PROVINCE AND
INCREASED OVERSEAS TRAVEL BY SAUDIS, CHANGES IN FOOD TASTES AND
EATING HABITS ARE OCCURRING. THUS, CONVENIENCE AND FROZEN
FOODS FINDING WIDER ACCEPTANCE. ALSO, EXPATRIATE COMMUNITY WILL
EXPAND EVEN FURTHER IN FORESEEABLE FUTURE AND CREATE LARGER
MARKET FOR U.S. FOOD PRODUCTS AND PROCESSING EQUIPMENT.

3. CONSULATE WOULD REITERATE JIDDA'S EMPHASIS ON TRADE
EVENTS BEING SPACED AT LEAST 30 DAYS APART IN ORDER FOR US
TO PROVIDE ADEQUATE PROMOTION. WE ALSO REPEAT OUR LONG-STANDING
REQUEST NOT TO SCHEDULE TRADE MISSIONS TO DHAHRAN ON
THURSDAY AND FRIDAY.
BUSHNELL

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 25 feb 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978DHAHRA00249
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780088-0607
Format: TEL
From: DHAHRAN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780213/aaaaakjj.tel
Line Count: 75
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: f8a2b5cf-c288-dd11-92da-001cc4696bcc
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 STATE 19944
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3476953
Secure: OPEN
Status: NATIVE
Subject: FY 80 USDOC/CAGNE TRADE PROMOTION EVENT SCHEDULE
TAGS: BEXP, XF, SA
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/f8a2b5cf-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014